

**Via ECFS**

March 7, 2017

Ms. Marlene H. Dortch  
Secretary  
Federal Communications Commission  
445 12th Street, S.W.  
Washington, D.C. 20554

**Re: *Ex Parte Notice*:** GN Docket No. 16-142, *Authorizing Permissive Use of the “Next Generation” Broadcast Television Standard*

Dear Ms. Dortch:

On March 6, 2017, the undersigned hosted members of the Commission’s Media Bureau at the ONE Media offices in Arlington, Virginia to demonstrate the capabilities of the proposed ATSC 3.0, Next Generation (“Next Gen”), broadcast transmission standard and discuss the pending rulemaking proceeding to approve use of the new standard. A list of those in attendance is attached hereto.

The presentation focused on the inadequacies of the current DTV standard, including: lack of mobility, inability to connect with Internet-enabled devices, deficient emergency notifications, and the inability to hyper-localize programming or advertising. In contrast, the advances enabled by the Next Gen standard were highlighted within the broadcast one-to-many architecture supplemented with the change to an Internet Protocol distribution process and more robust modulation and compression technologies. Together, these elements help meet the evolving needs of both viewers and broadcasters.

The Next Gen capabilities were also discussed in the context of the questions posed by the Commission in the Notice of Proposed Rulemaking. Specifically, it was noted that this limited technical proceeding should not be the vehicle to expand programming obligations or other rules not directly tied to the optional, voluntary use of the new standard. Only the “bootstrap” portion of the ATSC 3.0 “physical layer” is required for Commission approval, and the Commission should take all steps necessary to permit accelerated deployment so as to reap the significant consumer advantages inherent in the new standard. The FCC should also look favorably on industry requests to maximize coverage and minimize interference, providing broadcasters flexibility to augment services expected by consumers without needing additional government oversight.

The point was illustrated that the simulcasting deployment proposal in the Rulemaking is adaptable on a market-specific basis without government involvement and protects both viewers and MVPDs by continuing to offer the existing programming without change using the current ATSC 1.0 transmission standard. Deploying Next Gen simultaneously with the spectrum auction repack also provides for more efficient use of industry resources.

The demonstration also provided an example of consumer-facing devices using the new standard, which highlighted a variety of flexible options available to viewers. Those included multiple programming streams, video-on-demand options, personalized program choices, integration with an Internet backhaul permitting interactivity along with an example of a “gateway” device to enable ATSC 1.0 devices through existing Wi-Fi distribution of a Next Gen signal.

Members of the AWARN Alliance were also present to demonstrate the rich media and hyperlocal zoning capabilities of the Next Gen standard with examples of AMBER alerts, chemical spill notifications and tornado warnings/coverage. These demonstrations showed how the Next Gen standard moves far beyond simple scrolled characters on receive devices to display photos of missing children, kidnapping suspects, vehicle identity and location maps. Similarly, live Doppler radar, evacuation routes, toxic cloud locations and specific shelter advice were shown to display dramatically the advantages of the Next Gen standard that should entice equipment manufacturers to include the capability in all new devices.

Please contact the undersigned should you have any questions regarding this matter.

Sincerely,

/s/

Jerald N. Fritz  
Executive Vice President,  
Strategic and Legal Affairs

cc: Listed on attached

Demonstration attendees:

**From the FCC:**

Michelle Carey  
Martha Heller  
Steve Broeckaert  
Kathy Berthot  
Kim Matthews  
Kevin Harding  
Hossein Hashemzadeh  
Evan Morris  
Sean Yun  
Sean Mirzadegan

**From AWARN Alliance:**

John Lawson  
Fiona James

**From National Association of Broadcasters:**

Soh Vang  
Allison Neploch

**From Monroe Electronics:**

Ed Czarnecki

**From Sinclair Broadcast Group:**

Rebecca Hanson  
Amanda Ota

**From ONE Media, LLC:**

Jerald Fritz